

This listing of claims will replace all prior versions, and listings, of claims in the application.

**List of Claims:**

Claim 1 (Currently Amended): A method of managing user privacy in a network environment, comprising:

    recognizing one or more service opportunities of a service operator on a user device operated by a user;

    determining a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities of the service operator; and  
    conducting the communications with the service operator at the privacy level,  
    wherein the recognizing occurs before the determining and the conducting.

Claim 2 (Original): The method according to claim 1, wherein the recognizing comprises automatically discovering the one or more service opportunities.

Claim 3 (Original): The method according to claim 2, wherein the user device is a BLUETOOTH-enabled wireless communications device which automatically discovers service opportunities.

Claim 4 (Original): The method according to claim 1, wherein the recognizing comprises anonymously obtaining information relating to the one or more service opportunities.

Claim 5 (Original): The method according to claim 4, wherein the information relating to the one or more service opportunities comprises one of a service category, a service description and a requested viewpoint.

Claim 6 (Original): The method according to claim 5, further comprising allowing the service provider to obtain access to a subset of profile information of the user according to the service category.

Claim 7 (Original): The method according to claim 6, further comprising providing personalized service to the user according to the subset of profile information.

Claim 8 (Original): The method according to claim 5, further comprising allowing the service provider to obtain a subset of profile information of the user according to the requested viewpoint.

Claim 9 (Original): The method according to claim 8, further comprising providing personalized service to the user according to the subset of profile information.

Claim 10 (Original): The method according to claim 1, wherein the privacy level includes one of Anonymous, Pseudonymous, Anonymous transaction and Authenticated.

Claim 11 (Original): The method according to claim 1, wherein the determining a privacy level determines a privacy level based on the nature of the service negotiations with the service operator.

Claim 12 (Original): The method according to claim 1, wherein the determining a privacy level determines a privacy level based on a level of privacy in one or more prior transactions with the specific service operator.

Claim 13 (Original): The method according to claim 1, wherein the determining a privacy level determines a privacy level based on the identity of the service operator.

Claim 14 (Original): The method according to claim 1, wherein the determining a privacy level determines a privacy level based on user-defined parameters.

Claim 15 (Original): The method according to claim 1, wherein the determining a privacy level determines a privacy level based on the user's prior behavior or activity.

Claim 16 (Original): The method according to claim 1, further comprising obtaining a user identifier to conduct pseudonymous communications with the service operator relating to the one or more service opportunities.

Claim 17 (Original): The method according to claim 12, further comprising allowing the service provider to obtain access to a predefined subset of profile information.

Claim 18 (Original): The method according to claim 1, further comprising allowing the service provider to obtain access to a subset of profile information.

Claim 19 (Original): The method according to claim 18, wherein the service provider is charged a fee for obtaining the subset of profile information.

Claim 20 (Original): The method according to claim 18, wherein the service provider obtains the subset of profile information from a profile operator remotely located from the user device.

Claim 21 (Original): The method according to claim 20, wherein the allowing the service provider comprises:

determining a profile access level; and  
transmitting the profile access level to the service operator,  
wherein the service operator obtains a subset of profile information from a profile operator according to the profile access level.

Claim 22 (Original): The method according to claim 21, wherein the determining a profile access determines the profile access level according a service category of the one or more service opportunities.

Claim 23 (Original): The method according to claim 21, wherein the determining a profile access determines the profile access level based upon a prior arrangement between the service operator and the user.

Claim 24 (Original): The method according to claim 18, further comprising updating the profile information of the user.

Claim 25 (Original): The method according to claim 24, wherein the profile information of the user is updated based on user information provided by the service operator.

Claim 26 (Original): The method according to claim 25, wherein the service operator is compensated for providing the user information.

Claim 27 (Original): The method according to claim 24, further comprising tracking user activity on the user device, wherein the profile information of the user is updated based on the tracked user activity.

Claim 28 (Original): The method according to claim 1, wherein the service opportunities recognized by the user are dynamically changed by the service provider.

Claim 29 (Original): The method according to claim 28, wherein the service opportunities recognized by the user are dynamically changed by the service provider according to profile information of the user.

Claim 30 (Original): The method according to claim 1, wherein the user device and the service operator communicate across a personal area network.

Claim 31 (Original): The method according to claim 1, wherein the user device comprises a mobile wireless device.

Claim 32 (Original): The method according to claim 1, further comprising receiving service from the service operator.

Claim 33 (Original): The method according to claim 32, wherein payment for the service obtained by the user is conducted anonymously.

Claim 34 (Previously Presented): A method of managing user privacy in a network environment through a distributed user system including a user device and profile operator, comprising:

recognizing one or more service opportunities of a service operator on a user device operated by a user;

determining a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities on the user device;

determining a profile access level on the user device;

transmitting the profile access level to the service operator; and

enabling the service operator to obtain a subset of profile information of the user from a profile operator according to the profile access level,

wherein the recognizing occurs before the determining a privacy level, the determining a profile access level, the transmitting and the enabling.

**Claim 35 (Previously Presented):** The method according to claim 1, wherein the conducting the communications comprises controlling on a user side information communicated to the service operator at the privacy level.

**Claim 36 (Previously Presented):** The method according to claim 35, wherein the user device controls what information is sent from the device according to the privacy level.

**Claim 37 (New):** A communications device of a user, comprising:  
a communications interface for communicating across a network environment;  
a memory; and  
a processor that executes instructions stored in the memory for: recognizing one or more service opportunities of a service operator on a user device operated by a user, determining a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities of the service operator, and conducting the communications with the service operator at the privacy level through the communications interface,  
wherein the recognizing occurs before the determining and the conducting.

**Claim 38 (New):** A system comprising:

a communications device of a user including:

a communications interface for communicating across a network environment,

a memory, and

a processor that executes instructions stored in the memory for: recognizing one or more service opportunities of a service operator, determining a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities, determining a profile access level and transmitting the profile access level to the service operator, wherein the recognizing occurs before the determining a privacy level, the determining a profile access level, and the transmitting; and

a profile operator for providing the service operator with a subset of profile information of the user according to the profile access level.

Claim 39 (New): A server of a service operator, comprising:

a communications interface for enabling communications across a network environment with a user device operated by a user relating to one or more service opportunities of the service operator;

a memory; and

a processor that executes instructions stored in the memory for: receiving information corresponding to a profile access level of the user; and obtaining from a profile operator a subset of profile information of the user according to the profile access level,

wherein the user device is configured to recognize one or more service opportunities of a service operator, to determine a privacy level at which communications is conducted with the service operator relating to the one or more service opportunities, to determine a profile access

level, and to transmit the profile access level to the service operator, wherein the recognizing occurs before the determining a privacy level, the determining a profile access level, and the transmitting.